ABSTRACT OF THE DISCLOSURE

A service subscription service business is a service provided to individuals and businesses that finds a lowest-cost provider or providers for subscription products and services as well as for one-time purchases of products and services. The system preferably administers the consumer items over a global network such as the Internet. A user profile is compiled that relates to desired consumer items. The database of items available from product and service providers can be accessed, and relevant items are identified according to the user profile. If the user profile incorporates an automatic best choice service, the system automatically implements the relevant items and communicates the implemented relevant items to the user. Alternatively, if the user profile does not incorporate the automatic best choice service, the items are communicated to the user, and the user is given an opportunity to selectively implement the relevant items. The user profile may be compiled or supplemented by monitoring a pattern of consumer item use. Additionally, the consumer profile can be monitored according to user-entered parameters. With this system, a customer can be assured that products and services desired by the customer are being maintained at a best available cost.